



## Stanford eCorner

### Remember What Matters to You

Kathryn Gould, *Foundation Capital*

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Video URL: <http://ecorner.stanford.edu/videos/3466/Remember-What-Matters-to-You>

"It's not the calls you take, it's the calls you make," says Kathryn Gould, one of the first women venture capitalists in Silicon Valley. In conversation with tech-industry author Mike Malone, Gould explains the importance of working toward your goals and what matters most to you, and not getting overwhelmed by responding to all the unsolicited opportunities that constantly present themselves.



#### Transcript

Okay. You've said, it's not the calls you take, it's the calls you make in life too. Is that your life model? So what does it mean, first of all? This is my little saying that I love. I don't know if people even make calls anymore, don't you guys like tweet and stuff like that. But anyway, and what it means is this. When you are out in the real world, there are, both in startups and in venture capital, but for sure, venture capital so much stuff is coming at you, you're just like overwhelmed. You can stay very insanely busy just responding to the stuff that comes to you. And what that saying means is, to me is don't do that. Make sure that you keep in your mind your agenda, your goals, what matters to you and what kind of moves the state of the art forward and make sure that every week, you at least work a little bit on those things that matter to you rather than just like deal with all the shit that's coming your way which is always a lot. And I think in the venture capital context, if you look at most of my really great startups, they weren't guys that called me, I called them.

I found them. And that's pretty huge.